

FRAGRANCE AND PERSONAL CARE

## L'Oreal partners with Isabel Marant for exclusive cosmetics collection

June 14, 2018



*The partnership is part of L'Oreal's larger collaborative strategy. Image credit: Isabel Marant*

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By STAFF REPORTS

French fashion house Isabel Marant has teamed with L'Oreal Paris to create a capsule collection of cosmetics.

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According to a report from Women's Wear Daily, the collaboration is due out in September. The capsule collection will be the second time that L'Oreal has created a capsule collection with a fashion designer, signifying that the company may continue to expand outside its borders.

### Cosmetic collaboration

L'Oreal is one of the biggest names in luxury cosmetics and the group has made a name for itself in recent years by partnering with high-end luxury brands to create fragrances and makeup collections.

The latest brand to work with L'Oreal towards this end is Isabel Marant, which will debut an exclusive collection of makeup created with L'Oreal later this year.

According to WWD, the collection will include five products lips, cheeks and eyes. Prelaunch for the collection will begin on Sept. 19 with the full launch to follow.



*The collection debuts in September. Image credit: Isabel Marant*

L'Oreal's other major partnerships recently have included Valentino and Armani.

The company struck up a deal with Italian fashion label Valentino to create and distribute fragrances and beauty products under the Valentino brand name.

This is a multi-part, multi-year deal between one of the biggest players in beauty and fragrance and one of Italy's most well-known fashion brands. Together, the two are hoping to create a long line of fine fragrances and beauty products under the vaunted Valentino brand name ([see story](#)).

The group and Italian fashion house Armani have agreed to renew their partnership until 2050.

A licensing agreement between the two has been in place since 1988, and the reaffirmation of its deal until 2050 shows a distinct confidence from both companies that the partnership is fruitful. Under this deal, L'Oreal will continue to develop luxury fragrances with Armani ([see story](#)).

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